

Rental Unit Marketing Form  
Updated November 2019

**Affordable Requirements Ordinance (ARO)  
Rental Unit Marketing Form**

Submit this completed form to the Department of Housing (DOH) prior to your marketing meeting with DOH. Your units will be included in the DOH [Rental Housing Resource List](#). **NOTE:** Page 1 of the Form may be disseminated publicly.

Project Name: \_\_\_\_\_

Project Address(es): \_\_\_\_\_

Total Number of Affordable Units: \_\_\_\_\_

Total Number of Accessible Units: \_\_\_\_\_

Please check all appropriate boxes:

- Tenant pays no utilities – landlord pays all utilities
- Tenant pays for cooking gas and other electric (not heat)
- Tenant pays for electric heat, cooking gas, and other electric
- Tenant pays for gas heat, cooking gas, and other electric
- Tenant pays for electric cooking and other electric (not heat)
- Tenant pays only for other electric

Using the [City of Chicago Maximum Affordable Monthly Rents](#) effective as of the current calendar year, please provide the following information for the affordable units included in your project.

	Studios	One-bedrooms	Two-bedrooms	Three-bedrooms
Number of units				
Square footage				
Rent				

Public Contact for lease-up: \_\_\_\_\_ Phone: \_\_\_\_\_

Project Website: \_\_\_\_\_

When do you expect to begin marketing the units? \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Month/ day Year



**Rental Unit Marketing Form  
Updated November 2019**

**Marketing Details**

**Marketing Contact:**

Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Development website: \_\_\_\_\_

**Developer Contact:**

Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Development website: \_\_\_\_\_

**Owner Contact, if different than above:**

Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Development website: \_\_\_\_\_

**Property Manager Contact, if different than above:**

Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Development website: \_\_\_\_\_



AFFORDABLE REQUIREMENTS ORDINANCE

**Rental Unit Marketing Form  
Updated November 2019**

**Marketing Specifics**

1. What is the income limit restricted percentage(s) specified in your Affordable Housing Agreement: \_\_\_\_\_%
  
2. Will an interview be conducted prior to or during the application process?  Yes  No  
**If Yes, specify below the topics that will be discussed during the interview.**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
3. Does your property conduct a background check\*?  Yes  No  
**If Yes, list below the standards used to screen applicants and specify how such criteria will be used to evaluate applicants. Also, include the name of the company used to conduct your background check:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
4. Does your property conduct a credit check\*?  Yes  No  
**If Yes, explain below the circumstances under which an applicant may be rejected based on credit. Will extenuating circumstances be considered prior to a formal rejection of an applicant? Also, include the name of the company used to conduct your credit check:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
5. Please specify the occupancy standards for determining unit size:

Bedroom Size	Minimum Occupants	Maximum Occupants
0		
1		
2		
3		

6. How will you be marketing your ARO unit(s)? Please list below the marketing methods and advertising activities that will be used.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



AFFORDABLE REQUIREMENTS ORDINANCE

\* Vendors used to provide credit and background check reports must be the same for both ARO and market rate tenants.

**Rental Unit Marketing Form  
Updated November 2019**

**Acknowledgements:**

- The ARO unit(s) in this project must be marketed concurrently with or prior to the market-rate units.
- The owner/developer must evaluate ARO unit applicants and market-rate unit applicants according to the same criteria, including the same credit requirements and criminal history/background standards.
- A potential ARO applicant must meet all of the requirements to rent at your property first before they can be considered for the ARO program.
- The ARO unit(s) in this project must be made available on a first-come, first-served basis.
- Any deposits or fees associated with applying for an ARO unit may not exceed those same for market-rate unit applicants.
- Apartment tours, if offered, must be made available for both ARO and market-rate unit applicants.
- ARO unit applicants cannot be denied solely because they have section 8 vouchers.
- I will inform DOH Long Term Monitoring Division if the marketing agent changes.
- If an established ARO tenant requests a transfer to a larger ARO unit within this project, that tenant's income must be recertified by DOH Long Term Monitoring Division staff.
- If an ARO tenant requests a transfer to an ARO unit at a different project, that tenant's income must be recertified by DOH Long Term Monitoring Division staff.
- DOH ARO staff representative may schedule a visit to any or all of the ARO units at this project with the Property Manager or other designated contact.
- I will immediately notify DOH Long Term Monitoring Division when an ARO unit becomes vacant.

I certify that the information presented herein is true and accurate to the best of my knowledge and belief.

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
(Print)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

